

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

T2 EXAMINATION – APRIL 2018

SEMESTER – VIII (ALL BRANCHES)

Course Code: 13B1WHS832

Max. Marks: 25

Course Name: International Business Management

Course Credit: 3

Max. Time: 1 Hr. 30 mins

Note: Answer all questions. Carrying of mobile phones will be treated as a case of unfair means. Make suitable assumptions wherever required.

1. Write short-notes on: (2.5x2=5)
 - a) Constituents of Culture
 - b) Political Risks
2. What do you understand the term Economic Environment of a country? What are different components of economic environment and how may they affect the functioning of an MNC? (5)
3. What do you understand by Product Life Cycle (PLC) theory of international trade? How a manager of international business can frame its strategy if he knows about PLC and the economic conditions of home and host countries? (5)
4. What do you understand by SDR and what role IMF is playing in stabilizing the exchange rates of different currencies? (5)
5. Define FDI and how is it different from FII? Discuss the benefits and costs of FDI for host country. From which country India is getting maximum FDI and why? (5)